

Action Items	SAP Priority	Update Q1 2016				Update Q2 2016				Update Q4 2016			
Strategic Objective 1: Create economic health, vitality & sustainability													
1a: Foster dynamic/diverse economy													
Action 1a.1 Economic sustainability. Recruit businesses that employ technical, professional, and managerial skills offering a live/work sustainability environment in Edmonds.	Very high	On-going effort, with enhanced regional advertising to attract businesses in 2016 per Council-approved budget				Stepped up regional business-attraction advertising as of 5/5/16 with weekly ad in Daily Journal of Commerce in addition to monthly ad in Seattle Business Monthly Magazine. Exploring multilanguage flyer for placement in Washington, SnoCo or Seattle-region booths at international trade shows, etc.				In addition to regional business-attraction advertising, this last quarter the City hosted a business-attraction, "Get to Know Edmonds" event, with upwards of 60 attendees. We will repeat this in 2017.			
Action 1a.2 Marketing - business districts. Identify and recruit retailers to fill critical gaps in retail sales and services such as basic needs (clothing, professional services) within the business districts of Downtown, Westgate, Firdale Village, 5-Corners, and Perrinville, as well as larger department stores and specialty retailers on Highway 99.	Very high	A substantial step towards marketing the City's business districts is a new webpage available on the City's website that showcases the City's main business districts, providing an individual summary page and map, highlighting major commercial establishments, principal characteristics and attributes of each district, photographs, etc. This is intended to help inquiring parties interested in Edmonds take a "virtual tour" of the City's business districts via the City website and learn more about the merits and values of the City and its districts – all in hopes of attracting new and expanding businesses to Edmonds.				No additional update.				No additional update.			
Action 1a.3 Interim storefronts. Encourage temporary artist exhibits or similar uses in vacant storefronts or buildings in order to provide visual interest and activity while the building is being marketed for a future tenant or owner.	Very high	No current need identified due to very small number of vacant storefronts.				No additional update.				No additional update.			

Action 1b.6 Swedish Hospital. Update the Hospital District master plan to meet hospital needs while mitigating impacts to adjacent nonmedical land uses.				Very high	Swedish Hospital has just completed a new 77,000-square-foot Urgent Care Wing and is planning, together with Verdant Health District, for any future development.				Boston-based architect/developer scheduled to discuss potential mixed-use project on Value Village site at 6/22/16 Verdant Board meeting.	No further official discussions about redevelopment of the Value Village site have occurred, but will be brought up in the first quarter of 2017.
Action 1b.7 Organization - Main Street. Institute the “Main Street” Program 4-Point approach which includes economic restructuring, promotion, design and organization for downtown.				Mod-high	While the City is an official “affiliate” of the State of Washington Main Street Program, thorough research and discussion of the notion of instituting the Main Street Program has yielded the conclusion that Downtown Edmonds has already put into play the vast majority of the Program’s “4-Point” approach through the efforts of the Edmonds Downtown Alliance, Downtown Edmonds Merchants Association and the City of Edmonds, including historic designation of landmarks, development regulations that ensure contextually responsive and appropriate development, district promotion and enhancements, and strategic initiatives for business or development recruitment. At this time there is no further intent to pursue institution of the “Main Street” Program.				No additional update other than Economic Development Director attended this year's RevitalizeWA Conference (Main Street organization) and gained valuable insights and shared with Downtown Alliance.	No additional update.
Action 1b.8 Highway 99 International District. Create a cohesive brand plan and design theme for this unique area, initiate promotional events and activities, and recruit additional anchors or destination stores.				Mod-low	Since completion of the decorative light standards in the International District, no new programs have been undertaken. However, the current Highway 99 Subarea Plan will address this unique portion of the Corridor, including potential enhancements. In addition, discussions have just begun about exploring the idea of a "Night Market" in the District starting this Summer.				Progress is slow on the idea of the "Night Market" as major property owners have not expressed interest in hosting it. Additional attempts will be made over the next few weeks.	The final draft of the Highway 99 Subarea Plan identifies a strong "International District" area and proposes stronger branding and related redevelopment.
Action 1b.9 Downtown BID. Create a Downtown Business Improvement District (BID) to benefit properties and businesses for the purpose of instituting marketing, design, and promotional activities within the Downtown business district.				Mod-low	Complete and underway.				No additional update.	No additional update.

Action 1b.10 Car dealerships. Encourage redevelopment of auto sales facilities that include decked display and storage lots, multistory sales and service facilities in order to retain this important source of retail sales revenue in the city and to maximize land use.				Very low	The Highway 99 Subarea Plan process will include a detailed analysis of the economics and land use patterns of the car dealerships on the Corridor.				No additional update.				Additional sales area and other enhancements are proposed at the Mazda dealership at 22130 Highway 99.	
1c. Enhance economic and employment opportunities														
Action 1c.1 Employment - youth. Create a young adult job placement service to help find part- and full-time employment opportunities with Edmonds businesses, schools and organizations.				Very high	This is one of the very few SAP Action Items for which no Primary Lead has yet been identified. Edmonds Community College performs a portion of this role.				No additional update.				No additional update.	
Action 1c.2 Participation - youth. Work with public and private organizations to provide mentoring opportunities for young adults through events or social outreach, projects, environmental stewardship, arts and culture and job/career networking.				Very high	This is an ongoing effort on the part of the City and many agencies. The City includes youth on boards, commissions and City Council.				No additional update.				No additional update.	
Action 1c.3 Database - business recruitment. Create and maintain a database to identify opportunities for business and developer recruitment efforts. The database may include an inventory of available properties, buildings, and resources in Edmonds business districts				Mod-low	This is an on-going effort. A database of available properties and potential developers is maintained and updated.				Economic Development Director monitors available properties throughout town and contacts those brokers whose properties are not listed on the city's "available commercial space" search engine on the website.				Additional properties have been added to the City's database.	
1d. Build on the community's heritage, natural resources, and livability to promote Edmonds as a tourism destination.														

Action 1d.1 Design - arts and culture. Continue to include arts and historical themes in the Edmonds brand and install artworks, gateways, wayfinding signage, and streetscape improvements at key entrances to Edmonds, e.g., the waterfront, Downtown, Highway 99, State Route 104 and other business districts.				Mod-high	On-going effort, with latest efforts being the wayfinding signs and the soon-to-be-installed interim 4th Avenue lighting	Arts and Cultural Division is reprinting the Stages of History walking tour brochure for distribution this Summer.	See below regarding the Fourth Avenue Arts Corridor (at Action 1e.3)
Action 1d.2 Marketing - Edmonds' business, arts and culture. Conduct outreach to visitors to determine their characteristics, expenditure patterns, sources of information, and other behavior to better understand what attracts visitors to Edmonds. This will inform the city of what marketing efforts are successful and where to best place marketing dollars.				Low	The idea of conducting more in-depth analysis of visitors' habits, etc., has been discussed recently by the EDC Tourism Subgroup and others. This will be researched further in 2016 to determine what level of analysis can be conducted realistically by various contributing parties.	Visitor and shopper survey form has been acquired and discussions have begun about engaging in informal paper survey over the Summer among retail businesses, hotel and at events.	The Downtown visitor/shopper survey was conducted in August.
<u>1e. Effectively develop, market, and promote the City's arts and cultural heritage and brand</u>							
Action 1e.1 Organization and promotion - arts and culture. Create a central clearinghouse to coordinate scheduling and promotion of events in Edmonds. Create an Edmonds arts website and utilize social media including Google maps, Facebook, and Twitter to promote and attract visitors to an expanded year-round calendar of events and festivals for performing, literary, culinary, fine, and other arts interests.				Mod-high	In late November 2014 the City debuted its new tourism website, www.VisitEdmonds.com, that included a new arts and events calendar, which is also linked from the official City website (www.edmondswa.gov). The calendar is up and running, providing information on arts and cultural events and activities around town.	No additional update.	The arts and events calendar sees increased usage and is one of the most-visited features on the City's website.
Action 1e.2 Edmonds Center for the Arts. Complete a strategic plan identifying financial strategies for debt payment, redevelopment and reuse of the remaining un-renovated property, including a potential parking garage.				Mod-high	Financial-sustainability strategies and potential further redevelopment plans are on the list of things to discuss and analyze further by the PFD and ECA Boards.	No additional update.	No additional update.

Action 1e.3 Fourth Avenue Cultural Corridor. Complete design, fund and complete construction of a linear park streetscape between Downtown and Edmonds Center for the Arts in order to create a pedestrian-friendly walkable corridor that preserves the historical character of the area, and promotes retail/art opportunities.				Mod-low	While delayed, installation is scheduled by Summer 2016 of the Council-approved, interim, artistic treatment of 4th Avenue, consisting of diagonal stripes of inset LED lights that will run the length of the corridor, providing needed ambient lighting, a sense of special character, and a recognizable, welcoming pathway for drivers and pedestrians between Main Street and the Edmonds Center for the Arts. This interim treatment is intended to last for 3 to 5 years while a final arts-inspired streetscape is designed, funded and completed	No additional update.	The 4th Avenue Arts Corridor continues to be an initiative, with the "Luminous Forest" light-art installation in the roadway, and WWU PR/Journalism students taking on the promotion of the corridor's future development as a project through the "Sustainable Cities Partnership."
Action 1e.4 Artist live/work. Explore ways to develop affordable artist live-work/teach-display-sell spaces to attract new and emerging talent to Edmonds similar to the Schack Center in Everett.				Low	The Highway 99 Subarea Plan may identify opportunities to develop affordable housing, to include artist housing.	New owner of Mar-Vel Marble site intends to develop an artist-centered complex with studio and exhibition space, small café, small performance space and artist housing.	No additional update.
Action 1e.5 Art and history walking tours. Create signage, audio and phone apps, and web-based information to expand art and history walking tours of waterfront and downtown historical sites and buildings, artworks, and other visually interesting and significant landmarks.				Low	Signage, a brochure, and web-based tour information has been created. Additional tours and/or expansion of existing tours could be pursued.	The City was just awarded a "Sustainable Cities Partnership" with WWU to undertake various programs, including development of tech-based tools (apps, website, e.g.) to provide downtown, arts/culture, and tourism info, wayfinding, tours, etc.	The WWU student project, pursuant to the "Sustainable Cities Partnership," is just beginning, with results expected in Spring 2017.
Action 1e.6 Fine Arts Museum. Explore ways to develop a museum to exhibit local, emerging, and traveling fine arts possibly in combination with Edmonds Center for the Arts and/or the proposed artist live/work project.				Low	With the opening of the new Cascadia Art Museum at Salish Crossing, this Action Item is substantially addressed. This new fine arts museum will draw visitors from throughout the region.	No additional update.	No additional update.
1f: Promote a permit and licensing process to promote business recruitment, expansion and retention.							

Action 2a.3 Stormwater - Resolve Flooding on SR 104 and Dayton. Reroute Shellabarger Creek back to Edmonds Marsh by creating new channels that will allow drainage through the deposited sediments. <i>This is a subset of 2a.8: Habitat and Restoration, major alternative analysis. Feasibility Study to be performed.</i>				Very high	A pre-design study has been conducted to site a new pump station near Dayton St and Admiral Way to resolve this flooding issue. The project will then go to the design and permitting stage. In addition, work is also underway to design and permit improvements to separate Shellabarger Creek flows from Dayton Street drainage to further improve the situation.				No additional update.		The final design of the stormwater pump station near Dayton St and Admiral Way has reached the 60% milestone. The City was successful in securing a \$545,000 loan from Snohomish County's Public Works Assistance Fund for this project. The City submitted a \$500,000 grant application to Washington State Emergency Management Division and FEMA to help fund the construction costs. FEMA will announce their grant awards in spring 2017.	
Action 2a.4 Native habitat. Plant street trees, restore native habitat in disturbed areas, remove invasive species to promote use of native and drought resistant plants and restoration of wildlife habitat.				Mod-high	This is an ongoing effort in Parks and Public Works Departments, including preservation of open spaces through acquisition and donation, wetlands mitigation, and planting with native plant materials.				No additional update.		No additional update.	
Action 2a.5 Stormwater and Habitat - Lake Ballinger. Resolve on-going flooding and water quality issues in Lake Ballinger.				Mod-high	Partnership with the city of Mountlake Terrace. 3 Culvert drains replaced by CMLT and implementation of new LID requirements will help over time. The new state 2012 DOE stormwater regulations already have made some improvements. City will adopt these regulations. City continues to pursue funding through Corps of Engineers.				No additional update.		No additional update.	

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Action 3a.6 Yost Pool - Financing. Create and implement a long-term financial and operational strategy for the updating/upgrading, refurbishment and retrofitting of the current Yost Pool facility.				Very high	As of last year the City has partnered with the YMCA to provide management of Yost Pool on behalf of the City. At this time the result is that the City is in a net positive financial position with respect to the pool, allowing for financial planning for additional upgrades and retrofits, as stated in this Action Item.				No additional update.	No additional update.
Action 3a.7 Public View Preservation. Identify public view corridors and view sheds in the Bowl and create appropriate public view protection overlay districts, ordinances, and other measures to preserve and protect them.				Mod-high	Downtown corridors protected by height limits and codes. View corridor was established in 2005 by Downtown Plan. Significant work on this has been completed.				Shoreline Master Program includes requirements for view corridors from adjacent public rights-of-way across private waterfront properties when redeveloped. Currently no program or funding exists to undertake comprehensive review of public viewpoints or corridors, potential threats to those views, if any, and consequent regulatory needs.	No additional update.
Action 3a.8 Yost Pool - New Facility. Develop and/or expand Yost Pool to include outdoor and indoor leisure pool elements, therapy pool, party rooms and concessions, and possibly other recreation physical conditioning, courts, and gymnasium uses.				Mod-low	This may require a levy or voter initiative.				No additional update.	No additional update.
Action 3a.9 Civic Field. Address long-term property ownership and upgrade field, stadium, lighting, and other features to support competitive play, including tournaments.				Mod-low	With a State Legislature-approved RCO Recreation Grant in the amount of \$1.87 million, together with City funds, the City purchased Civic Field as of 11/10/15. A master-planning process for the future development and use of Civic Field will be underway in 2016.				Master Planning process has begun, with kick-off public meeting 5/3/16.	Civic Field Master Plan process is nearing completion, with Council review and adoption expected Jan-Feb 2017.

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Action 4a.6 Trails. Complete an off-road multipurpose trail network linking the shoreline and waterfront, Edmonds Marsh, Downtown, business districts, parks and open spaces, bus and rail transit connections, and the Interurban Trail in Edmonds.				Mod-high	Completed interurban trail. 2014 city park connected 3rd Ave to play area. PROS plan has been approved for continuing improvements to create the linkage and incrementally implement the connectivity for this action item.	No additional update.		Enhancements to the waterfront trail network are proposed in two ways: connection across or in front of the Ebb Tide, and the Edmonds Street Waterfront Connector, linking Sunset Avenue and the waterfront with a permanent pedestrian/bicycle link which will serve occasionally for emergency response vehicles and/or ferry loading/offloading during train stoppages/blockages.
Action 4a.7 Highway 99. Create transportation improvement program and related project for Highway 99 to improve traffic flow, transit connections, and pedestrian streetscape that encourages mixed-use project developments similar to what has been recently completed in Shoreline and is planned in Everett and Lynnwood.				Mod-high	An improvement study was completed in 2007. A major intersection improvement project is under construction at 228th and Hwy 99, funded by TIB and HSIP. Funds will continue to be sought after for adding to the landscape and creating branding. The State Legislature approved \$10 million for this project in the multiyear transportation package, with the allocation currently slated for the 2021-23 biennium. The City is working with the Legislature to move up \$1 Million of this allocation to the 2017-18 biennium to allow for initial design work following completion of the Highway 99 Subarea Plan process that just started at the beginning of 2016 and is projected to be complete by year's end.	No additional update.		The Highway 99 Subarea Plan contains specific recommendations for ROW enhancements, intersection improvements, etc. City Council will review and adopt in Feb-Mar 2017.
Action 4a.8 Intermodal Station. Develop an integrated Amtrak, Sounder, Community Transit, shuttle, ferry, bike, and pedestrian transfer facility on the waterfront to promote accessibility and connectivity to and within Edmonds.				Mod-high	The Edmonds Crossing project was intended to achieve this purpose. That project is not currently in WSDOT's transportation plan. However, work has just begun on the next plan update. Meanwhile, the At-Grade Crossings Alternatives Analysis is considering many alternatives that include potential relocation of the ferry terminal and/or its connection to other transportation modes (see 4a.9 below).	No additional update.		No additional update.

<p>Action 4a.9 Waterfront connection. Work to establish an emergency and everyday access over the railroad tracks and ferry terminal lanes for pedestrians bound for shoreline and waterfront attractions from Harbor Square, Salish Crossing, and Downtown.</p>				Mod-high	<p>The At-Grade Crossings Alternatives Analysis is underway, with two public open houses already held (11/18/15 and 1/27/16). Over 40 alternatives were suggested by the various stakeholders, and numerous selection criteria were offered. Level 1 screening is underway, leading to a tighter array of alternatives for comment/review by the stakeholders. Level two screening will follow, ultimately leading to preferred alternative(s) that may include both short- and long-term solutions. Substantial completion of the Analysis is projected for Fall 2016.</p>				<p>The At-Grade Crossings Alternatives Analysis continues on schedule, with an Open House to share Level 2 Alternatives and associated screening criteria held 5/12/16.</p>		<p>The At-Grade Crossings Alternatives Analysis process culminated in October with a set of recommendations from the Mayor's Task Force. The Mayor presented his recommendations to City Council on 11/15/16. The principal Council-approved project consists of the Edmonds Street Waterfront Connector, linking Sunset Avenue and the waterfront with a permanent pedestrian/bicycle link which will serve occasionally for emergency response vehicles and/or ferry loading/offloading during train stoppages/blockages. Monies will be amassed locally and sought from the Legislature in 2017 to fund the next steps, consisting of initial design, environmental review and permitting. Funding for final design and construction of the \$25-30 million project will be sought via regional, state and federal funding sources. A FASTLANE federal transportation grant application was submitted 12/15/16.</p>	
<p>Action 4a.10 Ferry Terminal. Create an interim ferry waiting and loading strategy that reduces conflicts between trains, automobiles and pedestrians while improving ferry rider access to the waterfront and Downtown services and amenities.</p>				Mod-high	<p>Potential solutions to ferry delays, conflicts with trains, street traffic, pedestrians, etc., is also being considered in the context of the At-Grade Crossings Alternatives Analysis (see 4a.9 above).</p>				No additional update.		<p>Ferries Division of WSDOT has no current plans to revise the Edmonds Ferry Terminal. A major terminal relocation/redevelopment, such as contemplated with the Edmonds Crossing proposal, would address these issues, yet may be 25+ years away in the Ferries long-range planning efforts. The proposed Edmonds Street Waterfront Connector will provide an opportunity for pedestrians and cyclists to access the terminal and waterfront from Sunset Avenue without at-grade conflicts.</p>	

Action 4a.11 Crosswalks. Install special paving materials, flashing-light crossing strips, pedestrian-activated signals, median and curb extensions, as appropriate, to improve pedestrian safety, increase visibility, and calm traffic at major intersections on SR-104 and Highway 99.				Mod-low	This is an on-going effort that resulted in the opening of the new crosswalk near Pine Street on SR 104. The City considers such additions when working on any Capital projects. In the 228th St. SW Corridor Improvements project currently underway, a new traffic signal with pedestrian push buttons will be added at the intersection of Hwy. 99 @ 228th, improving pedestrian safety along the corridor, and the median will be extended along Hwy 99 from 228th St. SW to 76th Ave. W, creating better access management and safer vehicular / pedestrian conditions. For the For the Spray Park @ City Park pedestrian-actuated crossing signals have been added at the intersection of 3rd Ave. @ Howell to improve pedestrian safety at that existing crosswalk. Two new crosswalks have also been added on Olympic View Drive at 180th (near the entrance to the Perrinville Creek trail) and at Cherry Street.				No additional update.	The City applied for a \$1.49M grant to improve safety at several pedestrian crossings within the City. The project scored high enough to be on WSDOT's priority list. The funding will be available after the State legislature approves WSDOT's project list in spring 2017.
Action 4a.12 SR 104 Transit. Expand Community Transit's schedule and hours to support Edmonds employees and residents, particularly at the waterfront, Downtown, Westgate, and Highway 99 including connections to the Highway 99 International District.				Mod-high	Representatives from the City regularly work with Community Transit to convey concerns about transit service and suggest additional service, routing changes, etc.				No additional update.	No additional update.

Action 4a.13 Bikeway network. Institute an on-street network of bike lanes, shoulders, and sharrows (shared lanes) to complete key connections to the waterfront, Downtown, business districts, schools, parks, and other major commuter and recreational destinations including the interurban trail.				Low	<p>The Bikeway Plan is part of the Comp Plan Transportation Element updated in 2015. Staff always considers bike lanes when completing street construction and or maintenance. Public Works is partnering with Cascade Bicycle Alliance to encourage bicycling. Edmonds share of a joint grant was used to add bike lane on 76th Ave and 212th intersection. An example of this on-going effort is 228th St SW Corridor Improvements project (project mentioned in 4a-11), where bike lanes will be added to connect the west of Hwy 99 to the Interurban Trail. The City also secured a Bike-Link grant 54/64 (partnering with Lynnwood and Mountlake Terrace), to complete internal connections and ones with adjacent jurisdictions. Proposed projects are the completion of an east-west link from the Interurban Trail and Downtown Edmonds (total distance of missing link: ~ 2 miles), as well as a north-south link from Swedish Hospital to Perrinville (total distance: ~ 2.5 miles). Bike lanes, sharrows, or signage would be added along those stretches and they are scheduled to be completed between 2016 and 2018.</p>	No additional update.	No additional update.
Action 4a.14 Shuttle service (Hwy 99). Initiate seasonal or possibly year-round shuttle service between Downtown and Community Transit's Swift BRT transit stations along Highway 99.				Low	<p>There is currently no Primary Lead for this item, but discussions will continue with CT and stakeholders about future possibilities.</p>	No additional update.	No additional update.
Action 4a.15 SWIFT Bus Rapid Transit (BRT). Encourage Community Transit's route along Highway 99 from Everett to the King County Metro transfer station at Aurora Village by continued implementation of improvements and features that promote and accommodate increased ridership.				Low	<p>Community Transit initiated the SWIFT BRT line in November 2009 and has enhanced service since. CT is pursuing the east-west SWIFT connection to enhance regional mobility.</p>	No additional update.	No additional update.

Action 4a.16 Shuttle service (Waterfront). Initiate seasonal or possibly year-round shuttle service between the waterfront area and Downtown.				Very low	There is currently no Primary Lead for this item. CT bus routes 130, 110, 116 and 196 serve the Waterfront. The Port offers shuttle service for marina tenants/visitors. Special event trolleys (such as holiday) are used. This issue will continue to be explored in future among stakeholders.				No additional update.	No additional update.
4b: Provide quality services, facilities, and infrastructure										
Action 4b.1 Maintain Public Works Growth Management Concurrency. Develop, apply, maintain and implement public works strategies identified in the Comprehensive Plan.				No rank given	The City Council-approved, 6-year CIPs for all utilities enterprise funds will be consistent with the Growth Management concurrency requirements.				No additional update.	No additional update.
Strategic Objective 5: Responsible, Accountable and Responsive Government										
5a: Provide efficient and effective delivery of services										
Action 5a.1 Fiscal sustainability. Implement Budgeting for Objectives (BFO) process that incorporates public input to establish community priorities, resolves a balance between revenues and expenditures, and encourages innovative and alternative delivery methods.				Very high	Budgeting for Outcomes (BFO) will need to be initiated per City Council direction, with support from Finance Director. This has not yet been initiated and needs further review and consideration.				No additional update.	At this time the City is conducting a Long-Range Financial Plan, which in its early stages is focusing on the capital financial needs and resources. This will be followed by a focus on operations finances.
Action 5a.2 Permitting processes. Consolidate and simplify the business license, land use and building permit review process to incorporate electronic application procedures, presubmittal workshops, and concurrent reviews.				Very high	The City Council approved funding for a comprehensive development code update, which is currently underway and will be presented to City Council in stages in 2016 for review/approval. The update is intended to improve the code's accessibility and internal consistency, including clarifying terminology, requirements, processes, and roles. Regulatory enhancements will be considered both during this process and in general as the City endeavors to provide ever more efficient and effective regulatory services.				No additional update.	Some development code updates have been made; others are still underway. Meanwhile, electronic applications are being submitted and electronic plan review is being provided for such applications.

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5b.1 Public access. Conduct frequent town halls, public open houses, and other events at locations throughout the city to improve public access and facilitate dialogue on policies, programs, projects, and budgets.				Mod-high	Since 2014 the City has substantially enhanced its public outreach and engagement activities. The Mayor has held Town Hall meetings throughout Edmonds on a quarterly basis. The City publishes a newsletter on a quarterly basis, distributed widely and posted on the front page of the City’s website. Major planning, public works and parks projects include copious opportunities for public involvement, open houses, stakeholder involvement, etc.	No additional update.		2016 saw a large number of public open houses, town halls, etc., throughout the city on various topics, as well as the general Mayor's Town Halls. 2017 will see a similar level of public engagement.
5b.2 Communication. Establish effective public information and feedback methods including websites, blogs, Facebook, Twitter, and other social media outreach.				Mod-high	In late 2014 Council approved social media usage policies, enabling establishment of a City Facebook page, tourism Facebook page, and City Twitter accounts. Starting 4th Quarter 2014 the City has employed the part-time services of a communications and public information consultant to assist in disseminating information, connecting with local and regional media to enhance coverage of Edmonds news and activities, strategizing on public engagement and involvement activities, and managing the City’s social media platforms, etc. Also in early 2015 the City launched a new, upgraded website that is more user-friendly, engaging and interactive. Lastly, the Council-approved 2016 Budget includes \$19,000 for conducting the National Citizen Survey which will help gauge residents’ sentiments on a comprehensive series of standardized questions, plus several local-option questions. This survey allows municipalities to bench-mark against other municipalities nationwide.	No additional update.		This effort continues and has been enhanced by greater regional press coverage. 2017 will see a similar level of public engagement.
5c: Ensure a safe and secure environment for residents, businesses and visitors								

<p>5c.1 Safe environment. To reduce crime and to enhance public safety and security, improving quality of life for the community.</p>				<p><i>No rank given</i></p>	<p>The Police Department is guided by a 5-year strategic plan, created in December 2014. The 2016 Budget included re-establishment of a Street Crimes Unit.</p>				<p>No additional update.</p>				<p>Council approved the 2017 budget with enhanced services related to public safety including: school resource officer, 1/2-time parking enforcement officer, police staff assistant, SWAT vehicle, pedestrian safety program, part-time, contracted social worker, and numerous traffic- and pedestrian-related enhancements.</p>			